

バーチャルライフ：にじさんじプロジェクトと動画配信のリスク

[A Virtual Life: The Nijisanji Project and the Risks of Online Content Creation]

There are several security and privacy risks within the realm of social media and the lifestyles of social media influencers. Some YouTubers and other content creators, however, are under contract with certain agencies and sponsors, giving access to assistance in case of privacy breaches, such as information doxing. However, Virtual YouTubers (VTubers) and content creators are in a different category, as they are typically represented by a virtual avatar, which suggests that they are more protected; similar to typical content creators, though, VTubers are also at risk. If their information were leaked, the outcome could be more severe than that of someone who is already known to the public eye, as most of their identities are kept secret for personal reasons. Since virtual content creation is a rather new phenomenon and little has research has been performed on the topic, this paper will examine the risks to the Nijisanji Project, a group of VTubers under the management of the Japanese entertainment company Ichikara Incorporated. Ichikara Inc. is taking measures to protect Nijisanji members from the threat of security and privacy invasions caused by new AI technology and issues such as doxing and information leaks. By perusing the currently known threats to content creators, this paper will enhance the knowledge about threats to VTubers under the Nijisanji Project, as well as how Ichikara Inc. plans to stop said threats with different rules, regulations, and methods.

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